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Message Text

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ACTION EA-09

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E.O. 11652: NA
TAGS: BEXP, BTRA, JA
SUBJECT: FOREIGN BUYER PROGRAM (FBP)
REF: (A) 75 NAHA 438, (B) 75 NAHA 580
1. AS STATED PARA 2, REF A AND EARLIER CABLES, FOREIGN BUYERS GROUP PROGRAM IS MAINSTAY OF CONGEN'S TRADE PROMOTION PROGRAM. TWO BUYERS TRIPS IN 1975 HAVE ALREADY NETTED $18 MILLION IN PURCHASES, A SUBSTANTIAL INCREASE IN U.S. EXPORTS TO OKINAWA. WE ARE CONVINCED THAT ADDITIONAL BUYERS GROUP VISITS WILL HELP U.S. EXPORTERS GAIN SIGNIFICANT PROPORTION OF OKINAWA MARKET, WHICH HAS BASIC ORIENTATION TWARD AMERICAN PRODUCTS BUT STILL LACKS SPECIFIC INFORMATION ON AMERICAN SOURCES OF SUPPLY. ACCORDINGLY, CONGEN IS PROMOTING THREE OKINAWAN BUYERS GROUP VISITS TO U.S. TRADE SHOWS

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DURING 1976. WE HAVE PUBLICIZED PROPOSED VISITS WITH TRADE ASSOCIATIONS, COMPANIES AND THROUGH NEWSPAPER ADVERTISING, AND HAVE MADE TRADE PROMOTION AND TRAVEL TO U.S. THE HEART OF CONGEN'S BICENTENNIAL PROGRAM. CONGEN IS PROMOTING FOLLOWING GROUP TRIPS:
TRIP 1: MAY 2-5 SUPERMARKET INSTITUTE (SMI) CONVENTION/EXPOSITION, DALLAS, TEXAS. WE HAVE 12 FIRM, 6 PROBABLE, AND 10 POSSIBLE PARTICIPANTS. GROUP WILL ALSO VISIT BUSINESS FIRMS IN SA FRANCISCO, CHICAGO, NEW YORK AND LOS ANGELES.
TRIP 2: JULY 1-18 INTERNATIONAL TRADE EXPOSITION, CHICAGO.
JULY 11-14 NAT'L FANCY FOOD AND CONFECTION SHOW, NEW YORK
JULY 12-16 NAT'L HOUSEWARES EXPOSITION, CHICAGO
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WE ARE AIMING FOR 25 BUSINESS VISITORS TO EACH OF LAST TWO; ALL WILL

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VISIT INT'L TRADE EXPOSITION. GROUP WILL ALSO VISIT SEATTLE, SAN
FRANCISCO, AND LOS ANGELES.
TRIP 3: OCT 10-14 FOOD AND DAIRY EXPO '76, ATLANTIC CITY, NEW
JERSEY. STILL IN PLANNING STAGE.
2. BASED ON CONGEN EXPERIENCE IN ORGANIZING BUYERS GROUPS LAST YEAR
AND ON CONTACTS WITH TRADE ASSOCIATIONS AND COMPANIES THIS YEAR,
IT IS CLEAR THAT CONGEN ABILITY TO INDUCE SIGNIFICANT NUMBERS OF
OKINAWAN BUSINESSMEN TO PARTICIPATE AS WELL AS EFFECTIVENESS OF SUCH

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TRIPS IN PROMOTING U.S. EXPORTS IS DEPENDENT UPON WHETHER CONGEN CAN
SEND FSL ECON/COMMERCIAL ASST SHINTARO TAKARA AS GOUP LEADER/ESCORT/
INTERPRETER. COMPANIES AND TRADE ASSOCIATIONS CONTINUALLY ASK
WHETHER WE CAN ASSURE THEM THAT TAKARA WILL ACCOMPANY BUYERS' GROUP
AND INDICATE RELUCTANCE TO PARTICIPATE OTHERWISE.
3. IF OVER 15 BUYERS PARTICIPATE IN EACH TRIP, TAKARA'S AIR TRANS-
PORTATION WILL BE FUNDED BY AIRLINE (UNDER IATA RULES) AND HIS
LODGING COSTS WILL BE SHARED BY GROUP. GROUP OR INDIVIDUALS WILL
NOT BE ASKED TO PAY FOR TAKARA'S MEALS, INCIDENTALS OR REGISTRATION
FEES TO AVOID ANY QUESTION OF CONFLICT OF INTEREST AND TO DEMONSTRATE
THAT USG ACTIVELY SUPPORTS THIS TRADE PROMOTION EFFORT. IT WILL BE
NECESSARY, THEREFORE, FOR TAKARA TO BE AUTHORIZED PER DIEM SUFFICIENT
TO COVER MEALS AND INCIDENTALS ($20 PER DAY) AND REIMBURSED FOR ANY
REGISTRATION FEES. ESTIMATED PER DIEM AND REGISTRATION FEES ARE AS
FOLLOWS:
TRIP 1: PER DIEM $280 (14 DAYS AT $20 PER DAY). REGISTRATION FEE
$75.
TRIP 2: PER DIEM $280 (14 DAYS AT $20 PER DAY), PLUS REGISTRATION
FEE IF ANY.
TRIP 3: PER DIEM $200 (10 DAYS AT $20 PER DAY), PLUS REGISTRATION

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FEE IF ANY.
4. IF LESS THAN 15 BUYERS PARTICIPATE, TAKARA'S TRANSPORTATION
CANNOT BE FUNDED BY AIRLINE. CONGEN DOES NOT PLAN TO SEND TAKARA
AS LEADER OF A TRIP UNLESS WE CAN GET AT LEAST TEN SERIOUS BUYERS
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TO PARTICIPATE. HOWEVER, IN ORDER TO DEMONSTRATE OUR CONFIDENCE IN
THIS PROGRAM, WE WOULD LIKE TO BE ABLE TO APPROACH BUYERS WITH
ASSURANCE THAT USG WILL FUND COST OF TAKARA TRAVEL IF GROUP HAS AT
LEAST TEN BUT LESS THAN 15 PARTICIPANTS.
5. ACTION REQUESTED: PLEASE ADVISE SOONEST WHETHER USDOC CAN
PROVIDE FUNDING REQUIRED FOR PER DIEM, REGISTRATION FEES, AND TRAVEL
(ON A CONTINGENCY BASIS) AS SET FORTH ABOVE FOR FSL TAKARA TO
ACCOMPANY FOREIGN BUYERS GROUPS TO ABOVE-MENTIONED TRADE SHOWS.

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